

JM1120102401



Station Order Revised Fitzgerald for Congress

gm
10/24**Market:** Tampa-St. Petersburg

Estimate ID

Flight Dates: Thursday, October 25, 2012 to Tuesday, November 06, 2012

12853

Contact: Matt Oestreich**Phone:** 813-221-5742**Email:** moestreich@wfla.com**Fax:** 813-275-8835**Direct:** 813-314-5462

WFLA-TV

Program Name	DP	Days	Length	Gross Rate	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon
					Oct 25	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05
WFLA 6a News	EM	M-F	30	\$1,450.00	1					1	1	1	1			1
6:00 AM 7:00 AM			30	\$8,700.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Today Show	EM	M-F	30	\$2,000.00	1	1			1	1		1	1			1
7:00 AM 9:00 AM			30	\$16,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Saturday Today	EM	Sa	30	\$1,000.00										1		
7:00 AM 9:00 AM			30	\$1,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Today II	DT	M-F	30	\$1,040.00	1							1				
9:00 AM 10:00 AM			30	\$3,120.00												
Sold Out: Lowest Rate to Clear per WFLA.																
The Doctors	EF	M-F	30	\$450.00	1	1				1	1	1	1			1
3:00 PM 4:00 PM			30	\$3,150.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Dr. Oz	EF	M-F	30	\$600.00		1			1	1	1		1			1
4:00 PM 5:00 PM			30	\$3,600.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 5p News	EN	M-F	30	\$1,700.00	1				1	1	1		1			
5:00 PM 5:30 PM			30	\$8,500.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 5:30p News	EN	M-F	30	\$1,700.00		1			1		1	1	1			1
5:30 PM 6:00 PM			30	\$10,200.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 6p News	EN	M-F	30	\$2,250.00	1					1		1	1			1
6:00 PM 6:30 PM			30	\$11,250.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 7p News	EN	M-F	30	\$2,000.00		1			1		1					
7:00 PM 7:30 PM			30	\$6,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Ent Tonight	PA	M-F	30	\$2,000.00		1			1	1	1	1				
7:30 PM 8:00 PM			30	\$10,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Revolution	PT	M	30	\$7,500.00												1
10:00 PM 11:00 PM			30	\$7,500.00												
Sold Out: Lowest Rate to Clear per WFLA.																

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9956 Fax

ChrisV@mediastrategies.com

Date/Time Sent: 10/23/2012 2:55:48 PM

NOV 01 2012

WFLA-TV

Page 1A of 2

10/25/12 FCC



Station Order Revised Fitzgerald for Congress

Market: Tampa-St. Petersburg

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WFLA-TV

Program Name	Days	DP	Length	Gross Rate	Tue Nov 06	Total
WFLA 6a News	EM	M-F		\$1,450.00		6
6:00 AM 7:00 AM			30	\$8,700.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Today Show	EM	M-F		\$2,000.00	1	8
7:00 AM 9:00 AM			30	\$16,000.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Saturday Today	EM	Sa		\$1,000.00		1
7:00 AM 9:00 AM			30	\$1,000.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Today II	DT	M-F		\$1,040.00	1	3
9:00 AM 10:00 AM			30	\$3,120.00		
Sold Out: Lowest Rate to Clear per WFLA.						
The Doctors	EF	M-F		\$450.00		7
3:00 PM 4:00 PM			30	\$3,150.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Dr. Oz	EF	M-F		\$600.00		6
4:00 PM 5:00 PM			30	\$3,600.00		
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 5p News	EN	M-F		\$1,700.00		5
5:00 PM 5:30 PM			30	\$8,500.00		
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 5:30p News	EN	M-F		\$1,700.00		6
5:30 PM 6:00 PM			30	\$10,200.00		
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 6p News	EN	M-F		\$2,250.00		5
6:00 PM 6:30 PM			30	\$11,250.00		
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 7p News	EN	M-F		\$2,000.00		3
7:00 PM 7:30 PM			30	\$6,000.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Ent Tonight	PA	M-F		\$2,000.00		5
7:30 PM 8:00 PM			30	\$10,000.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Revolution	PT	M		\$7,500.00		1
10:00 PM 11:00 PM			30	\$7,500.00		
Sold Out: Lowest Rate to Clear per WFLA.						

Chris Vail

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WFLA-TV

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Direct: 813-314-5462

WFLA-TV

Program Name	Days	DP	Length	Gross Rate	Thu Oct 25	Fri Oct 26	Sat Oct 27	Sun Oct 28	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05
The Voice	PT	Tu	30	\$9,000.00						1						
8:00 PM 9:00 PM			30	\$9,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Law & Order SVU	PT	W	30	\$7,500.00							1					
9:00 PM 10:00 PM			30	\$7,500.00												
Sold Out: Lowest Rate to Clear per WFLA.																
30 Rock/Up All Night	PT	Th	30	\$2,940.00	1											
8:00 PM 9:00 PM			30	\$2,940.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 11p News	LN	M-F	30	\$2,500.00		✓1			✓1			✓1	✓1			✓1
11:00 PM 11:35 PM			30	\$12,500.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Saturday 11p News	LN	Sa	30	\$2,500.00			✓1							✓1		
11:00 PM 11:35 PM			30	\$5,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Sunday 11p News	LN	Su	30	\$2,500.00				✓1							✓1	
11:00 PM 11:35 PM			30	\$5,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Tonight Show	LF	M-F	30	\$1,300.00	1	1			1		1	1				1
11:35 PM 12:37 AM			30	\$7,800.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Station Gross Totals				\$138,760.00	8	8	1	1	8	8	9	9	8	2	1	9

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Direct: 813-314-5462

WFLA-TV

Program Name	Days		Gross Rate	Tue		Total
	DP	Length		Nov	06	
The Voice	PT	Tu	\$9,000.00			1
8:00 PM 9:00 PM		30	\$9,000.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Law & Order SVU	PT	W	\$7,500.00			1
9:00 PM 10:00 PM		30	\$7,500.00			
Sold Out: Lowest Rate to Clear per WFLA.						
30 Rock/Up All Night	PT	Th	\$2,940.00			1
8:00 PM 9:00 PM		30	\$2,940.00			
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 11p News	LN	M-F	\$2,500.00			5
11:00 PM 11:35 PM		30	\$12,500.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Saturday 11p News	LN	Sa	\$2,500.00			2
11:00 PM 11:35 PM		30	\$5,000.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Sunday 11p News	LN	Su	\$2,500.00			2
11:00 PM 11:35 PM		30	\$5,000.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Tonight Show	LF	M-F	\$1,300.00			6
11:35 PM 12:37 AM		30	\$7,800.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Station Gross Totals			\$138,760.00	2		74

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WFLA-TV

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Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax VA 22030

Keith Fitzgerald/ D/ Congress
Submission Number 141 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Keith Fitzgerald/ D/ Congress	Submission Cost: 138760	Campaign Ref: JM112102401
Buyer: ..	Client/Product/Estimate: ././12853	Sales Rep: WFLA Political
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Keith Fitzgerald/ D/ Congress	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
1	M-F 6a News ...T...	01	1450	30 Comme	Nbr of Spots	1		1	1450
2	M-F 6a News .TWTF..	01	1450	30 Comme	Nbr of Spots		4	4	5800
3	M-F 6a News M.....	01	1450	30 Comme	Nbr of Spots			1	1450
4	M-F 7a Today Show ...TF..	01	2000	30 Comme	Nbr of Spots	2		2	4000
5	M-F 7a Today Show MT.TF..	01	2000	30 Comme	Nbr of Spots		4	4	8000
6	M-F 7a Today Show MT.....	01	2000	30 Comme	Nbr of Spots		2	2	4000
7	Sat 7a Today ShowS.	01	1000	30 Comme	Nbr of Spots		1	1	1000
8	M-F 9a Today Show II ...T...	01	1040	30 Comme	Nbr of Spots	1	1	2	2080
9	M-F 3p Doctors	03	450	30 Comme	Nbr of Spots	2		2	900
Weekly Totals: Total Spots(Ord Spots)					18	45	11	74	

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Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est/PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
10	M-F 3p Doctors ..TF..	03	450	30 Comme	Nbr of Spots	4		4	1800
11	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots		1	1	450
12	M-F 4p Dr Oz ...F..	03	600	30 Comme	Nbr of Spots	1		1	600
13	M-F 4p Dr Oz MTWTF..	03	600	30 Comme	Nbr of Spots		4	4	2400
14	M-F 4p Dr Oz M.....	03	600	30 Comme	Nbr of Spots		1	1	600
15	M-F 5p News ...T...	01	1700	30 Comme	Nbr of Spots	1		1	1700
16	M-F 5p News MTWTF..	01	1700	30 Comme	Nbr of Spots		4	4	6800
17	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots	1		1	1700
18	M-F 530p News M.WTF..	01	1700	30 Comme	Nbr of Spots		4	4	6800
19	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots		1	1	1700
20	M-F 6p News	01	2250	30	Nbr of Spots	1		1	2250
Weekly Totals: Total Spots(Ord Spots)					18	45	11	74	

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Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
21	M-F 6p News ..T....	01	2250	30 Comme		3		3	6750
22	M-F 6p News ..T.F..	01	2250	30 Comme			1	1	2250
23	M-F 7p News ...F..	01	2000	30 Comme				1	2000
24	M-F 7p News ..W....	01	2000	30 Comme		2		2	4000
25	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme	1			1	2000
26	M-F 730p Entertainment Tonight MTWT...	01	2000	30 Comme		4		4	8000
27	Mon 10p ET / 9p CT Revolution M.....	01	7500	30 Comme			1	1	7500
28	M-F 9a Today Show II T.....	01	1040	30 Comme			1	1	1040
29	Tue 8-10p ET / 7-9p CT Voice T.....	03	9000	30 Comme		1		1	9000
30	Wed 9p ET / 8p CT Law & Order SVU ..W....	01	7500	30 Comme		1		1	7500
31	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night	03	2940	30				1	2940
Weekly Totals: Total Spots(Ord Spots)					18	45	11	74	

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Submission Number 141 Issue 1



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Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
32	M-Su 11p News ...FS.	01	2500	30 Comme	Nbr of Spots	2		2	5000
33	M-Su 11p News M..TFS.	01	2500	30 Comme	Nbr of Spots	4		4	10000
34	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots		1	1	2500
35	M-Su Late News Late RunS	01	2500	30 Comme	Nbr of Spots	1	1	2	5000
36	M-F 1135p ET / 1035p CT Tonight ...TF..	01	1300	30 Comme	Nbr of Spots	2		2	2600
37	M-F 1135p ET / 1035p CT Tonight M.WT...	01	1300	30 Comme	Nbr of Spots		3	3	3900
38	M-F 1135p ET / 1035p CT Tonight M.....	01	1300	30 Comme	Nbr of Spots		1	1	1300
Weekly Totals: Total Spots(Ord Spots)					18	45	11	74	

Grand Totals

Month 10 Weeks: 4		Month 11 Weeks: 4	
10/22	10/29	11/05	
74	18	45	11
Totals			

		Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/22	10/29	11/05	
Cost	Totals	138760	30680	85290	22790

Grand Totals:

Spots:	74
Gross Total:	138,760.00
Commission:	20,814.00
Net Total:	117,946.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

REP: WFLA (Local) Misc
SLSP: WFLA Political
ADV: Keith Fitzgerald/ D/ Congres
PROD: Keith Fitzgerald/ D/ Congres

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
10/28/12 JM112102401
WFLA
INVOICE NUMBER 0100032911
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/28/12
SCHEDULE DATES 10/22/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /12853
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6a News	1450.00	1 1	10/25	TH	06:20A	30 KFT1202H :30 Commercial	1450.00		
M-F 7a Today Show	2000.00	4 2	10/25	TH	07:21A	30 KFT1202H :30 Commercial	2000.00		
			10/26	FR	07:28A	30 KFT1202H	2000.00		
M-F 9a Today Show II	1040.00	8 1	10/25	TH	09:26A	30 KFT1202H :30 Commercial	1040.00		
M-F 3p Doctors	450.00	9 2	10/25	TH	03:15P	30 KFT1202H :30 Commercial	450.00		
			10/26	FR	03:31P	30 KFT1202H	450.00		
M-F 4p Dr Oz	600.00	12 1	10/26	FR	04:36P	30 KFT1202H :30 Commercial	600.00		
M-F 5p News	1700.00	15 1	10/25	TH	05:22P	30 KFT1202H :30 Commercial	1700.00		
M-F 530p News	1700.00	17 1	10/26	FR	05:42P	30 KFT1202H :30 Commercial	1700.00		
M-F 6p News	2250.00	20 1	10/25	TH	06:23P	30 KFT1202H :30 Commercial	2250.00		
M-F 7p News	2000.00	23 1	10/26	FR	07:10P	30 KFT1202H :30 Commercial	2000.00		
M-F 730p Entertainment Tonight	2000.00	25 1	10/26	FR	07:59P	30 KFT1202H :30 Commercial	2000.00		
Thu 8-9p ET / 7-8p CT 30 Rock	2940.00	31 1	10/25	TH	07:59P	30 KFT1202H :30 Commercial	2940.00		
M-Su 11p News	2500.00	32 2	10/26	FR	11:30P	30 KFT1202H :30 Commercial	2500.00		
			10/27	SA	11:10P	30 KFT1202H	2500.00		
M-Su Late News Late Run					*WFLA :30 Commercial				

*** Continued ***

PERIOD COST	30,680.00	18 Total Units		Debits	.00
		ACTUAL GROSS BILLING	30,680.00	Credits	.00
		AGENCY COMMISSION	4,602.00		.00
		NET DUE	26,078.00	TOTAL RECONCILING	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Keith Fitzgerald/ D/ Congres
PRODUCT Keith Fitzgerald/ D/ Congres

INVOICE NUMBER 0100032911
BROADCAST MONTH 10/01/2012 - 10/28/12
AMOUNT DUE 26,078.00

REMIT TO:

*00202

000034214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000034214 00000100032911 002607800 6



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

REP: WFLA (Local) Misc
SLSP: WFLA Political
ADV: Keith Fitzgerald/ D/ Congres
PROD: Keith Fitzgerald/ D/ Congres

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
10/28/12 JM112102401
WFLA
INVOICE NUMBER 0100032911
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/22/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /12853
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
	2500.00	35	1	10/28	SU	12:16A	30 KFT1202H	2500.00	
M-F 1135p ET / 1035p CT Tonigh									Sports
	1300.00	36	2	10/25	TH	11:59P	30 KFT1202H	1300.00	Overrun
				10/26	FR	12:30A	30 KFT1202H	1300.00	
Total Airtime Gross Spot Revenue:				30,680.00					

PERIOD COST	30,680.00	18 Total Units			
		ACTUAL GROSS BILLING	30,680.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	4,602.00		Credits .00
		NET DUE	26,078.00	TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.